

CONSENSUS EARNINGS ESTIMATES

The full Q3 2023 and FY 2023 P&L statements can be found in the financial publications section on our website.

| € in millions | Q3 2024E | FY 2024E | Q3 2023 | FY 2023 |
|--|----------|----------|---------|---------|
| Net sales | 6,450 | 23,058 | 5,999 | 21,427 |
| of which Yeezy | 150 | 518 | ~350 | ~750 |
| Change currency-neutral | 10% | 11% | 1% | 0% |
| Underlying change currency-neutral (excl. Yeezy) | 14% | 12% | 2% | 2% |
| Gross profit | 3,246 | 11,548 | 2,955 | 10,184 |
| Gross margin | 50.5% | 50.1% | 49.3% | 47.5% |
| Royalty & commission income | 20 | 76 | 20 | 83 |
| Other operating income | 7 | 26 | 5 | 71 |
| Other operating expenses | 2,727 | 10,498 | 2,570 | 10,070 |
| % of net sales | 42.1% | 45.5% | 42.8% | 47.0% |
| Operating profit | 558 | 1,181 | 409 | 268 |
| of which Yeezy | 38 | 127 | ~150 | ~300 |
| Operating margin | 8.6% | 5.1% | 6.8% | 1.3% |
| Financial income | 22 | 83 | 31 | 79 |
| Financial expenses | 64 | 287 | 115 | 282 |
| Income before taxes | 496 | 950 | 326 | 65 |
| Income taxes | 139 | 281 | 55 | 124 |
| % of income before taxes | 29.8% | 29.0% | 17.0% | 189.2% |
| Net income/(loss) from continuing operations | 347 | 667 | 270 | (58) |
| Basic EPS from continuing operations (in €) | 1.85 | 3.55 | 1.40 | (0.67) |

adidas Investor Relations Team

Phone: +49 9132 84 2920

Email: investor.relations@adidas.com

Disclaimer

The consensus information published in the table above is the median of all estimates collected from financial analysts covering adidas. Their forecasts, estimates, predictions, opinions and recommendations regarding the company's performance and therefore the aggregated consensus earnings estimates are theirs alone and do not represent those of adidas or its management. By providing these estimates, adidas does not endorse or agree with any of such analysts' forecasts, estimates, predictions, opinions and recommendations and assumes no liability for the accuracy of such estimates and undertakes no obligation to update or revise such estimates.

The information is being provided for informational purposes only and is not intended to, nor does it constitute, investment advice or any solicitation to buy, hold or sell securities or other financial instruments of adidas. In addition, investors are warned that reliance on the consensus information as part of their investment decision could result in a loss, especially if adidas failed to meet the analysts' estimates.